RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #647510
Ms. C. Hulett
TRADING PORT

JANUARY CTS: DORAL $7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear Cathi:

DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with **16** 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

PO #010698

DORAL.50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	1
Lt 100	12300-24865	2
Men Lt 100	12300-24868	1
FF	12300-24869	1
FF 100	12300-24866	2
Ult Lt 100	12300-24870	1

Displays (Item #535805)

SKU CUBE:	**0.9982**
SKU WT (w/o Product):	**2.4900 lbs**
Retail Sales Offer per Sku:	**10 units**
Billing per Sku:	**10 Savings Cartons**
Product / Display Arrival:	**January 6, 1998**
Ship Date to Retail:	**Week of: January 19, 1998**
EFT $ Amount:	**$1,288.34**

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Source: https://www.industrydocuments.ucsf.edu/docs/rzfn0000

$7.50 15-Pack
TRADING PORT

Promotion Description:
Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $28.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **$36.00 (4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162303
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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PROMOTION #800007: DORAL $7.50 OFF 15-PACKS

CUSTOMER LIST

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED

ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:

ONE 15-PK CARTON EACH (DORAL LT/ LT MEN 100/ FF/ ULT LT 100); AND

THREE 15-PK CARTONS EACH (LT 100/ FF 100)

							# CARTONS PER STYLE								
							DORAL								
SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS (#535805)	LT	LT 100	LT MN 100	FF	FF 100	ULT LT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162306	766887	E Z MART	RT 20 & 22	NEW LEBANON	NY		30	60	30	30	60	30	647510	TRADING PORT INC.	9249
						16							CASE TOTALS:	1/2/1/1/2/1	

11/24/97O-800007.XLS

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WHOLESALER PACKING INSTRUCTIONS

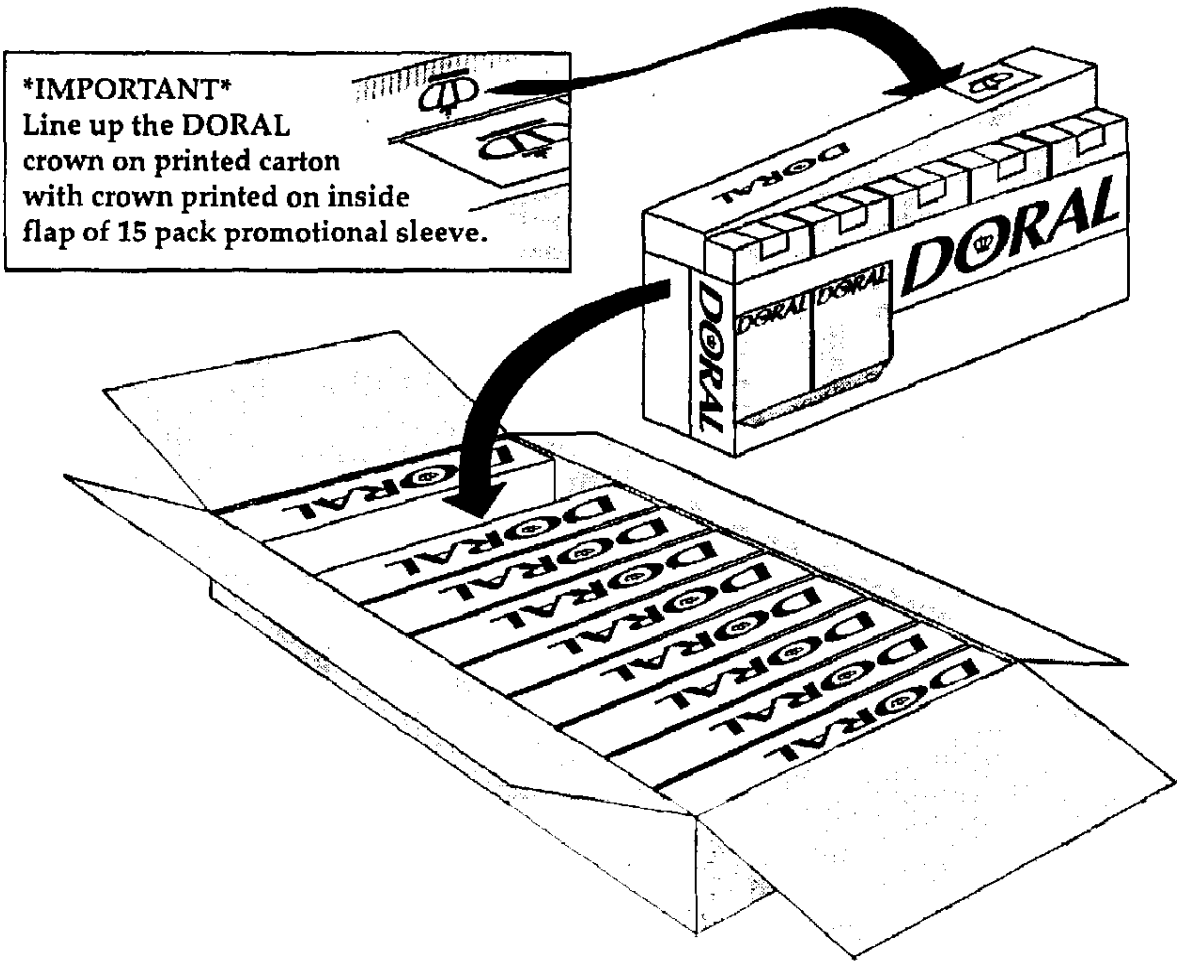
VALUE ADDED PROMOTIONS | 1ST QTR.'98

January DORAL $7.50/15 PK

(Load 5 packs/Load 1 carton)

STEPS

1. Open DORAL $7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.



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Item: # 535805
Description: DORAL 7.50/15 PK shipper

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Carton 10		Carton	Brand Mix in Display		

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